

REPLACEMENT CLAIMS VERSION

Please amend claim 1 as follows:

1. (Once Amended) A system for intellectual property development, marketing, and maintenance, the system comprising:

an intellectual property marketing system to manage marketing of an intellectual property asset, the intellectual property asset based at least in part on an innovation submission of an innovator; and

an innovation maintenance management system to manage rewarding and incentivizing of the innovator based at least in part on the innovation submission, the innovation maintenance management system being coupled to the intellectual property marketing system.

Please add new claims 2-52 as follows:

2. (New) The system of claim 1, further comprising a contract management system to manage a contract related to the intellectual property asset, the contract management system being coupled to the intellectual property marketing system.

3. (New) The system of claim 1, wherein the intellectual property marketing system includes an intellectual property marketing record corresponding to the intellectual property asset.

4. (New) The system of claim 3, wherein the intellectual property marketing record includes status level information corresponding to one or more marketing status levels.

5. (New) The system of claim 3, wherein the intellectual property marketing record includes a project identifier.
6. (New) The system of claim 3, wherein the intellectual property marketing record includes contact information.
7. (New) The system of claim 3, wherein the intellectual property marketing system is to generate one or more reports based at least in part on the intellectual property marketing record.
8. (New) The system of claim 2, wherein the contract management system includes a contract tracking record corresponding to the contract.
9. (New) The system of claim 8, wherein the contract tracking record includes a project identifier.
10. (New) The system of claim 8, wherein the contract tracking record includes one or more intellectual property identifiers.
11. (New) The system of claim 8, wherein the contract management system is to generate a report based at least in part on the contract tracking record.
12. (New) The system of claim 1, wherein the innovation maintenance management system includes an innovation award record corresponding to an innovation award to the inventor based at least in part on the innovation submission.

13. (New) The system of claim 12, wherein the innovation award record includes innovator information.

14. (New) The system of claim 12, wherein the innovation award record includes an innovation identifier.

15. (New) The system of claim 12, wherein the innovation maintenance management system is to generate one or more reports based at least in part on the innovation award record.

16. (New) The system of claim 15, wherein the innovation maintenance management system is to generate at least in part a maintenance communication to the innovator.

17. (New) A system for intellectual property development, marketing, and maintenance, the system comprising:

an intellectual property marketing system to manage marketing of a plurality of intellectual property assets, each intellectual property asset of at least a subset of the plurality of intellectual property assets based at least in part on an innovation submission of a plurality of innovation submissions, each innovation submission of the plurality of innovation submissions corresponding to an innovator of a plurality of innovators; and

an innovation maintenance management system to manage rewarding and incentivizing of at least a subset of the plurality of innovators.

18. (New) The system of claim 17, further comprising a contract management system to manage a plurality of contracts, each contract of the plurality of at least a subset of contracts related to one or more intellectual property asset of the plurality of intellectual property assets.

19. (New) The system of claim 17, wherein the intellectual property marketing system includes a plurality of intellectual property marketing records, and wherein each intellectual property marketing record of at least a subset of the plurality of intellectual property marketing records is associated with one or more intellectual property assets of the plurality of intellectual property assets.

20. (New) The system of claim 19, wherein each intellectual property marketing record of at least a subset of the plurality of intellectual property records includes a project field to store a project identifier.

21. (New) The system of claim 18, wherein the contract management system includes a plurality of contract tracking records, each contract tracking record of at least a subset of the plurality of contract tracking records corresponding to one or more contracts of the plurality of contracts.

22. (New) The system of claim 21, wherein each contract tracking record of at least a subset of the plurality of contract tracking records includes a project field to store a project identifier.

23. (New) The system of claim 17, wherein the innovation maintenance management system includes a plurality of innovation award records, each innovation award record of at least a subset of the plurality of innovation award records corresponding to one or more inventor innovation awards based at least in part on one or more innovation submissions of the plurality of submissions.

24. (New) A method for intellectual property development, marketing, and maintenance, the method comprising:

generating an intellectual property marketing record of an intellectual property marketing system, the intellectual property marketing record corresponding to an intellectual property asset, the intellectual property asset based at least in part on an innovation submission of an innovator; and

generating an innovation award record of an innovation maintenance management system, the innovation award record corresponding at least in part to the innovation submission.

25. (New) The method of claim 24, further comprising generating a contract tracking record of a contract management system, the contract tracking record corresponding to a contract related to the intellectual property asset.

26. (New) The method of claim 24, wherein generating the intellectual property marketing record includes storing status level information corresponding to one or more marketing status levels.

27. (New) The method of claim 24, wherein generating the intellectual property marketing record includes storing a project identifier.

28. (New) The method of claim 24, wherein generating the intellectual property marketing record includes storing contact information.

29. (New) The method of claim 24, further comprising generating one or more reports based at least in part on the intellectual property marketing record.

30. (New) The method of claim 25, wherein generating the contract tracking record includes storing a project identifier.

31. (New) The method of claim 25, wherein generating the contract tracking record includes storing one or more intellectual property identifiers.

32. (New) The method of claim 25, further comprising generating a report based at least in part on the contract tracking record.

33. (New) The method of claim 25, wherein generating the innovation award record includes storing innovator information.

34. (New) The method of claim 25, wherein generating the innovation award record includes storing an innovation identifier.

35. (New) The method of claim 25, further comprising generating one or more reports based at least in part on the innovation award record.

36. (New) The method of claim 25, further comprising generating at least in part a maintenance communication to the innovator.

37. (New) A computer-readable medium storing a plurality of instructions to be executed by a processor for intellectual property development, marketing, and maintenance, the plurality of instructions comprising instructions to:

generate an intellectual property marketing record of an intellectual property marketing system, the intellectual property marketing record corresponding to an intellectual property asset, the intellectual property asset based at least in part on an innovation submission of an innovator; and

generate an innovation award record of an innovation maintenance management system, the innovation award record corresponding at least in part to the innovation submission.

38. (New) The computer-readable medium of claim 37, further comprising instructions to generate a contract tracking record of a contract management system, the contract tracking record corresponding to a contract related to the intellectual property asset.

39. (New) The computer-readable medium of claim 37, wherein the instructions to generate the intellectual property marketing record include instructions to store status level information corresponding to one or more marketing status levels.

40. (New) The computer-readable medium of claim 37, wherein the instructions to generate the intellectual property marketing record include instructions to store a project identifier.

41. (New) The computer-readable medium of claim 37, wherein the instructions to generate the intellectual property marketing record include instructions to store contact information.

42. (New) The computer-readable medium of claim 37, further comprising instructions to generate one or more reports based at least in part on the intellectual property marketing record.

43. (New) The computer-readable medium of claim 38, wherein the instructions to generate the contract tracking record include instructions to store a project identifier.

44. (New) The computer-readable medium of claim 38, wherein the instructions to generate the contract tracking record include instructions to store one or more intellectual property identifiers.

45. (New) The computer-readable medium of claim 38, further comprising instructions to generate a report based at least in part on the contract tracking record.

46. (New) The computer-readable medium of claim 37, wherein the instructions to generate the innovation award record include instructions to store innovator information.

47. (New) The computer-readable medium of claim 37, wherein the instructions to generate the innovation award record include instructions to store an innovation identifier.

48. (New) The computer-readable medium of claim 37, further comprising instructions to generate one or more reports based at least in part on the innovation award record.

49. (New) The computer-readable medium of claim 37, further comprising instructions to generate at least in part a maintenance communication to the innovator.

50. (New) An innovator tracking and maintenance system, the system comprising:

an innovator tracking system to store a plurality of innovator data records, each innovator data record of at least a subset of the plurality of innovator data records corresponding to an innovator; and

an innovator maintenance system to store a plurality of intellectual property award data records, the innovator maintenance system being coupled to the innovator tracking system, each innovator data record of at least a subset of the plurality of innovator data records being associated with one or more intellectual property award data records.

51. (New) The system of claim 50, wherein the innovator maintenance system includes an innovation gift system, the innovation gift system including a plurality of innovation gift data records, each innovation gift data record of at least a subset of the plurality of innovation gift data records being associated with one or more innovator data records.

52. (New) A system for maintaining and marketing intellectual property, the system comprising:

an innovation maintenance system, the innovation maintenance system to manage an innovation program for an innovator, the innovation program based at least in part on an innovation submission of the innovator, the innovation submission corresponding to an innovation of the innovator; and

an intellectual property marketing system to manage marketing of an intellectual property asset, the intellectual property asset based at least in part on the innovation, the intellectual property marketing system coupled to the innovation maintenance system.